



WENDYHU Art Director / Designer

# BRANDING

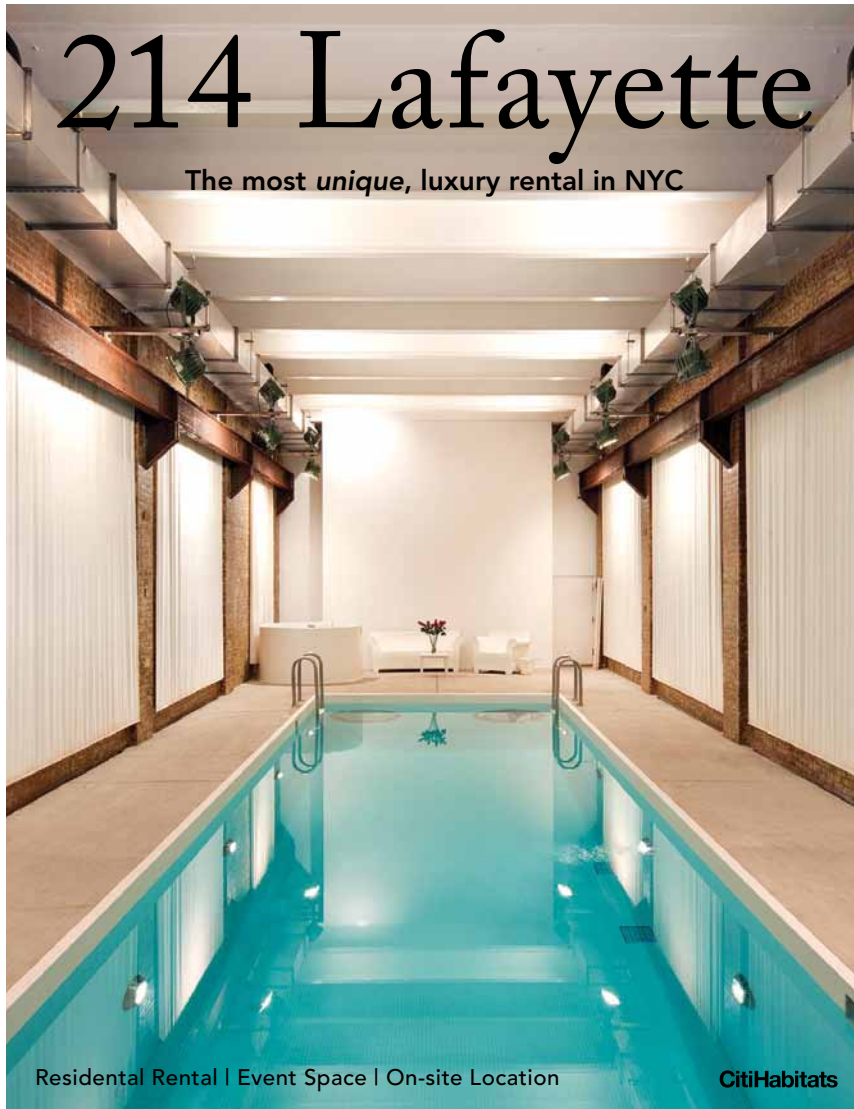
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## 214 LAFAYETTE

214 Lafayette is a unique luxury townhouse rental in the heart of Soho, a converted Con Edison powerhouse station turned five-story architectural masterpiece with an indoor pool.

OBJECTIVE: Collaborated with the exclusive real estate agent and owner to develop marketing tools that reach multiple audiences; other agents, residential/event/onsite renters, press inquiries. The owner, a movie director, wanted a minimal aesthetic with cinematic impact.

RESULTS: In a crowded world of luxury real estate, we successfully branded 214 Lafayette as the premiere rental location for the discerning client. The space was featured on several tv shows, received a lot of press coverage and rental inquiries. A sophisticated, clean design with a focus on strong, dynamic imagery, showcasing the property via print, web, video.

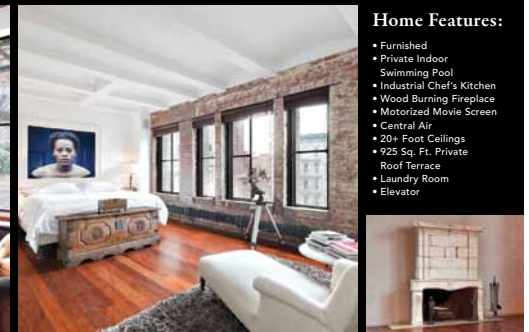


### About 214 Lafayette:

This 5-story sun-drenched Loft Townhouse is an architectural masterpiece, complete with an indoor pool, 3 bedrooms, 3.5 bathrooms, 925 square foot terrace, and full basement. Designed to maintain, yet modernize all the house's original details. This legal live/work House has a grand office space/library with conference table, 19 foot ceilings overlooking SoHo on one side and your very own private indoor POOL on the other. Above the office is a unique three-floor residential apartment. The main room has an open industrial Chef's kitchen and a massive Cinematic living/dining area with exposed brick, 20 foot ceilings, wood burning fireplace and motorized movie screen. Take 1 flight up to the master suite with its own sitting room, sun-filled master bedroom, and gorgeous bathroom with steam shower and spa tub. Up 1 flight to an amazing living room with a full wall of windows leading to your own private Zen terrace, a laundry room and 2 full bedrooms, with barrel vaulted ceilings. Available for Film and Photo Shoots. Also can be rented for events with up to 350 guests.

Three Bedrooms (+ Guest Room)	\$100,000/Month
3.5 Bathrooms	\$50,000/Week
Office/Library	\$20,000/Day
WEB ID: 880857	

photos: Donna Dotan/donnadotanphotography.com



#### Home Features:

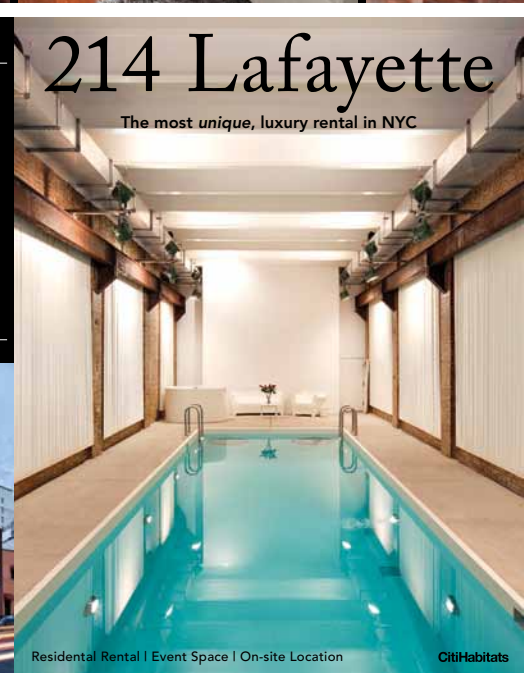
- Furnished
- Private Indoor Swimming Pool
- Industrial Chef's Kitchen
- Wood Burning Fireplace
- Motorized Movie Screen
- Central Air
- 20+ Foot Ceilings
- 925 Sq. Ft. Private Roof Terrace
- Laundry Room
- Elevator

### As Seen In:

The New York Times  
 THE WALL STREET JOURNAL  
 New York  
 Forbes  
 DAILY NEWS  
 NBC  
 CURBED

Steve Halpern  
 Senior Associate Salesperson  
 C: 917.586.7421  
 O: 212.937.8500  
 F: 212.937.8501  
 shalpern@citi-habitats.com

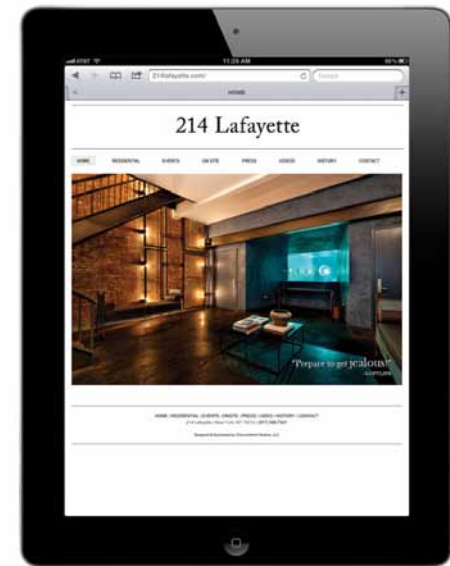
CitiHabitats | CITI-HABITATS.COM



## 214 LAFAYETTE | BROCHURE

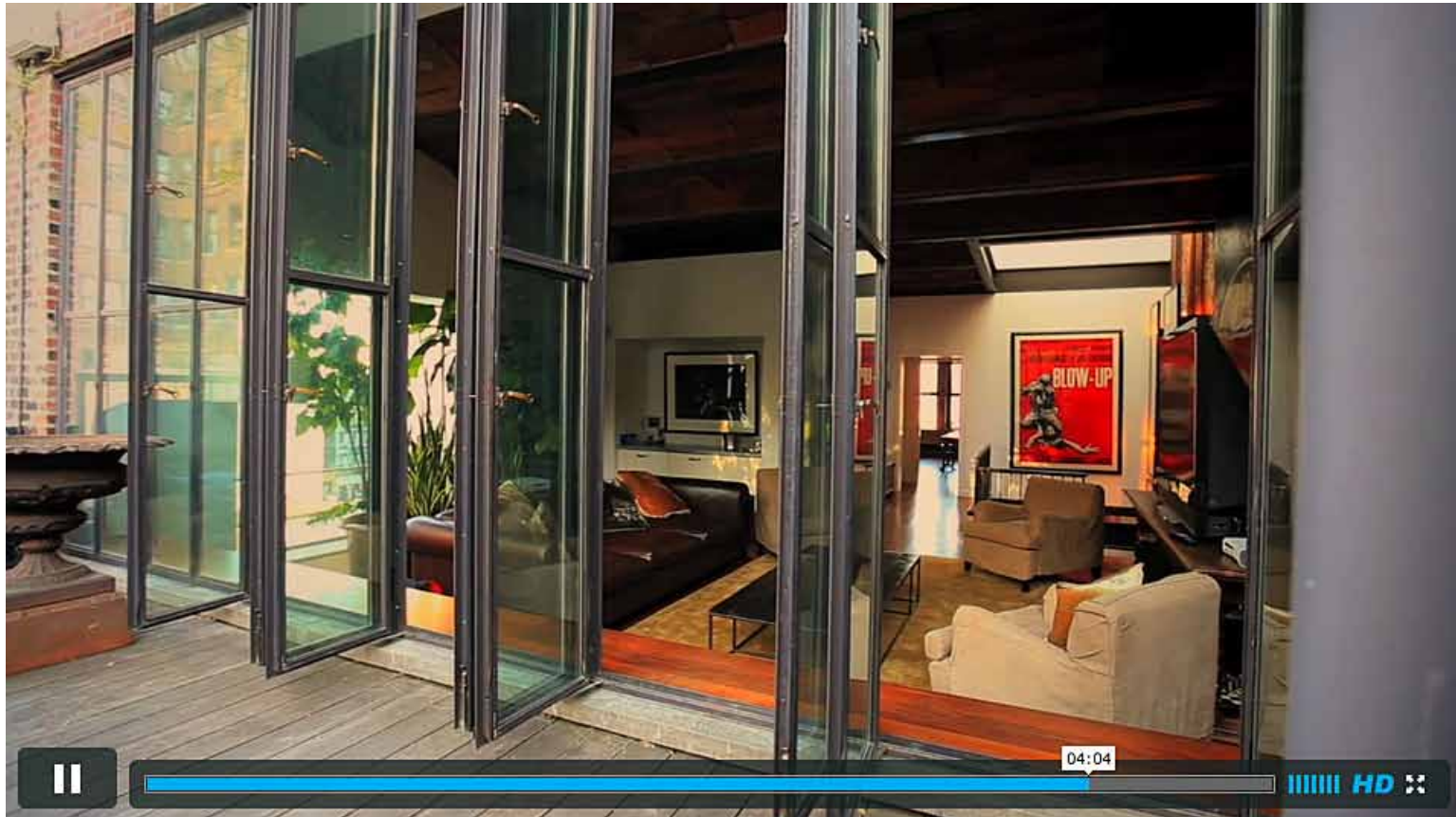
marketing brochure for high-end rental property, art direction + design  
 photographer: Donna Dotan





214 LAFAYETTE | [214lafayette.com](http://214lafayette.com)

website for 214 Lafayette; interactive art direction, web design  
in collaboration with web designer/developer: Chris Limbrick Studios



214 LAFAYETTE | MARKETING VIDEO | <http://vimeo.com/49951628>

video showcasing 214 Lafayette; art direction, storyboarding, staging shots, oversee motion graphics and editing  
produced by: 929 Media



214 LAFAYETTE | EVENT VIDEO FOR AVS (Alliance for Veteran Support Initiative) | <http://vimeo.com/49478225>

event coverage at 214 Lafayette for 2nd Annual AVS reception; art direction, oversee motion graphics and editing  
produced by: 929 Media

Watch Steve Halpern showcase **214 Lafayette**



on the Travel Channel's **Jaw Dropping Rentals**  
This Saturday, March 24th at 6pm EST

CitiHabitats **travel**

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CitiHabitats **travel**

## 214 LAFAYETTE | E-FLYERS

luxury rental e-flyer campaign for Citi-Habitats & Travel Channel; art direction + design

photographer: Donna Dotan

# LOGOS

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## VARIOUS

Logo development for a variety of companies, ranging from the regenerative medicine industry to financial start-ups.





#### INTELLICELL BIOSCIENCES | LOGO

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client: IntelliCell BioSciences, a regenerative medical company devoted to anti-aging treatments; icon development + typography  
in collaboration with Brooklyn Art + Design



## REGEN MEDICAL | LOGO

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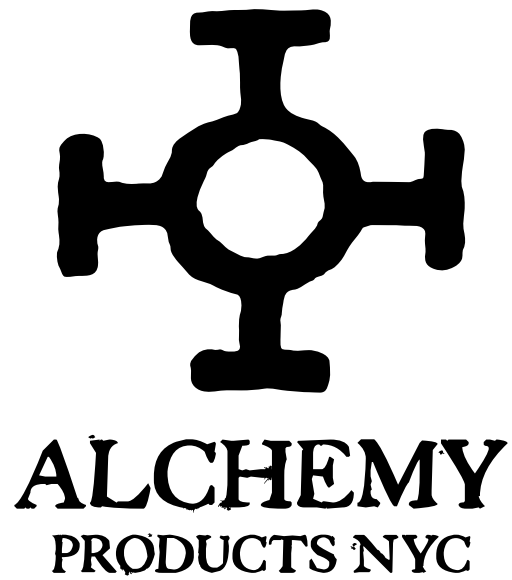
client: IntelliCell BioSciences, a logo for their subsidiary, ReGen Medical; icon development + typography



#### ETS STRATEGIC INVESTMENTS | LOGO

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client: ETS Strategic Investments, a financial start-up for trading structured products; icon development + typography  
in collaboration with Brooklyn Art + Design



## ALCHEMY PRODUCTS NYC | LOGO

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client: Alchemy Products NYC, a company that produces metal stands for glass art; icon development + typography



# BRANDING

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## A.C. LAWRENCE & COMPANY

A.C. Lawrence & Company is a real estate brokerage that grew from a small, mom-and-pop store-front into a larger, mid-size business, moving into a spacious corporate office.

OBJECTIVE: To rebrand their company from nondescript to a modern, sleek and sophisticated presence, while adhering to their identity guidelines.

RESULTS: Effectively branded A.C. Lawrence from ground up, developing a variety of materials and content, from brochures, media kits, ads, posters, websites, email blasts, digital displays to office signage and billboards.



## A.C. LAWRENCE | MARKETING MATERIALS

folder, business card, various brochures; art direction + design

photographer: Christopher Lopez



A.C. LAWRENCE | aclawrence.com

homepage + company resources page; art direction + web design

Enter Web ID or Agent Name

For immediate assistance call 212.989.0880

Unfurnished Rentals
Furnished Rentals
Sales & Investments
Corporate Relocation
Commercial Properties
Property Management
Our Company
Company Resources
Contact Us

COMPANY RESOURCES

When you're ready to find a new rental home, A.C. Lawrence & Company will pair you with a rental professional to determine your criteria and understand your needs. Then, as a team, we'll guide you through the basics of renting an apartment in NYC. We will partner with you through the search process until matching you with the apartment that best fits your tastes and your budget.

A.C. Lawrence realizes each person is unique. For some, living in a trendy area tops the priority list. For others, being close to a gourmet market is a must. Still others have their hearts set on having outdoor space, a doorman, access to transportation, a park, etc.

We listen to you. Your top priorities are our priorities. Our goal is to help you successfully navigate the fast-paced New York City rental market. We have an intimate familiarity with all of the neighborhoods, buildings, and the rental approval process. If you have a question, ask A.C. Lawrence! We are here to help.

Download PDF version here

**1. PLANNING YOUR FIRST APARTMENT VIEWINGS**

Time your apartment hunt correctly. Begin your search 4-6 weeks prior to your desired move-in date, realizing that leases usually expire on the 15th or final day of the month. If you begin your search any earlier, the units available to view will have leases starting before your desired move-in date. The type of apartment you choose is also a factor in when you should begin your search, as the approval process length varies with type. Final approval for a co-op apartment usually takes 15-30 days; condominiums take 5-30 days and rental buildings generally take 3-5 days.

**2. SELECTING YOUR REAL ESTATE AGENT**

Our in-house listings department, extensive relationships with landlords and property managers, and membership with the Real Estate Board of New York, gives our agents up-to-the-minute access to New York City's most desirable and available properties. This allows the A.C. Lawrence agent of your choice to show every available home within your parameters.

**3. SCHEDULING YOUR VIEWING APPOINTMENTS**

Management companies are usually open Monday through Friday, but that does not mean properties are not shown over the weekend. In this fast-paced market, apartments often go quickly. Properties seen on Saturday and Sunday often may have multiple applications submitted by Monday morning. To avoid losing out on an apartment you love, it's best to visit properties during the week, during the hours of 9:00 a.m. to 6:00 p.m. Apartments available to be shown during the week generally are not yet in the application process, giving the first qualified applicant the best chance of being selected.

**4. THE APPLICATION PROCESS & NECESSARY DOCUMENTATION**

To avoid missing out on the ideal apartment because of an application delay, it's essential to prepare in advance. Before viewing apartments, make sure you have these documents prepared and in hand as you set out, so you're ready to submit a complete application:

- Income requirements (40-50 times monthly rent)
- Photo ID (Driver's License, state ID, or passport)
- 2 most recent paycheck stubs
- Employer letter stating position, Social Security Number, length of employment and total compensation package
- Most recent bank statement

The first and signature page of last year's tax return

Bonus Points—letter of reference from your current landlord stating you always paid rent on time and are a responsible tenant.

Landlords realize that NYC rents are high and applicants may not qualify for the income requirements. In these situations guarantor may be considered to assure that the rent will be paid if the tenant defaults. Guarantor income requirements are usually 80-100 times the monthly rent and they also must submit the required supporting documents (see above).

**5. ENJOY YOUR NEW HOME**

At A.C. Lawrence & Company, finding you the perfect home is only the beginning. We will ensure that your transition into your new home is absolutely seamless.

**"New York City is like no other... The same is true of renting an apartment here."**

—Frank Sanchez, Principal

**"We understand your needs and will make every effort to exceed your expectations. Your search is our number one priority."**

—Larry Friedman, Principal & Co-Founder

TIMELINE

Initial contact with A.C. Lawrence

Gather your documents

Begin searching for a Luxury Co-op

Submit board package for Co-op (Approval takes 15-30 days)

4 WEEKS: Begin luxury rental building search

2 WEEKS: Schedule your movers and begin packing

3 WEEKS: Submit rental application (Approval takes 3-5 days)

1 WEEK: Set up utilities and desired move-in date

6 WEEKS

5 WEEKS

Resources
Buyer's Guide
Renter's Guide
Seller's Guide
Neighborhoods
Stamps
Agent Login

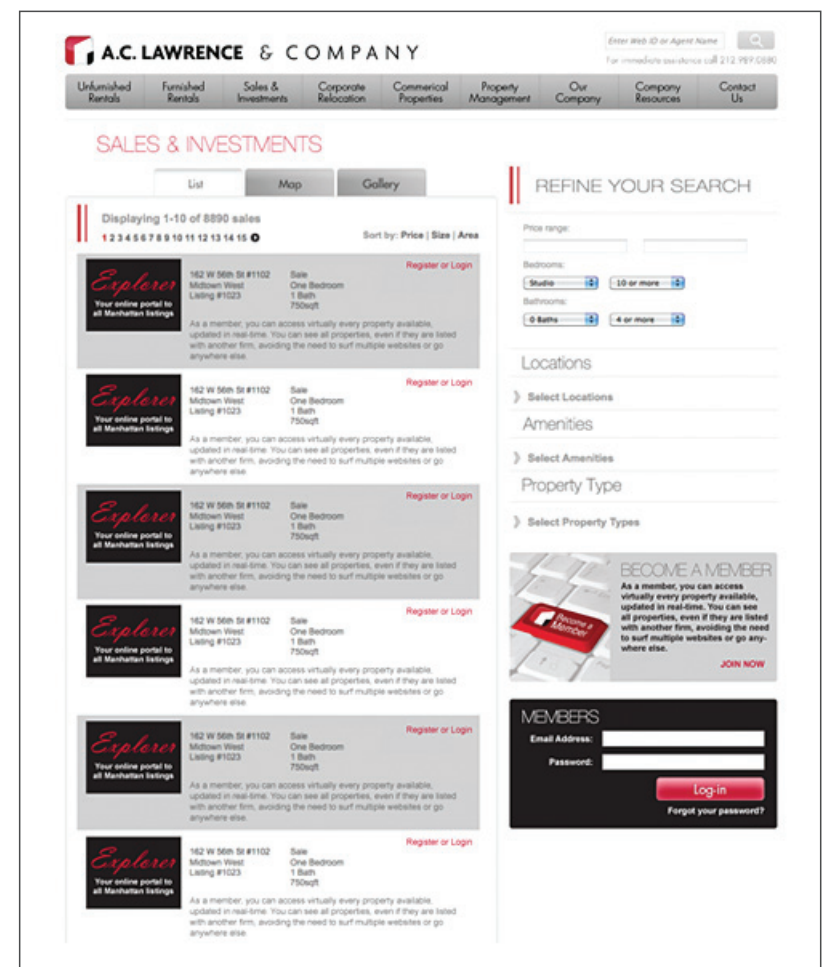
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Contact Us
A.C. Lawrence & Company
P: 212.989.0880
E: info@aclawrence.com
Contact us

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## A.C. LAWRENCE | FACEBOOK PAGE

proposed mock-up for Facebook; concept + design



**A.C. LAWRENCE-MARKET AVAILABILITY AS OF Monday, March 7, 2011 @ 10:01AM**

UNFURNISHED			FURNISHED		
BLDG	PRICE RANGE	INVENTORY	BLDG	PRICE RANGE	INVENTORY
<b>STUDIOS - 682 total</b>			<b>STUDIOS - 15 total</b>		
Doorman	\$1,275 - \$5,250	284	Doorman	\$2,000 - \$2,950	7
Elevator	\$995 - \$5,250	404	Elevator	\$2,000 - \$2,950	8
Brownstone	\$1,200 - \$2,650	43	Brownstone	\$2,450 - \$2,450	1
Walk-up	\$825 - \$3,200	178	Walk-up	\$1,675 - \$2,500	7
<b>ONE BEDROOMS - 1210 total</b>			<b>ONE BEDROOMS - 22 total</b>		
Doorman	0 - \$17,000	668	Doorman	\$2,475 - \$5,300	13
Elevator	0 - \$17,000	893	Elevator	\$2,475 - \$5,300	15
Brownstone	\$1,150 - \$3,795	43	Brownstone	0 - 0	-
Walk-up	\$950 - \$4,600	313	Walk-up	\$1,900 - \$3,100	7

## A.C. LAWRENCE | MONITOR LISTING DISPLAYS

art direction + design



## A.C. LAWRENCE | SIGNAGE

(CW, from L): vinyl lettering on glass, print on metallic sheeting mounted on sintra board, frosted glass with reverse sandblasting & raise metallic letters; design + production



## A.C. LAWRENCE | BILLBOARD

design + production



# BRANDING

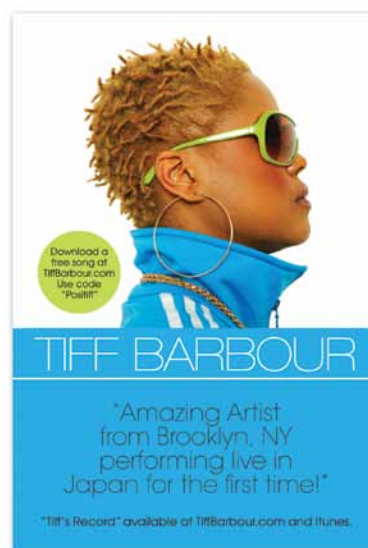
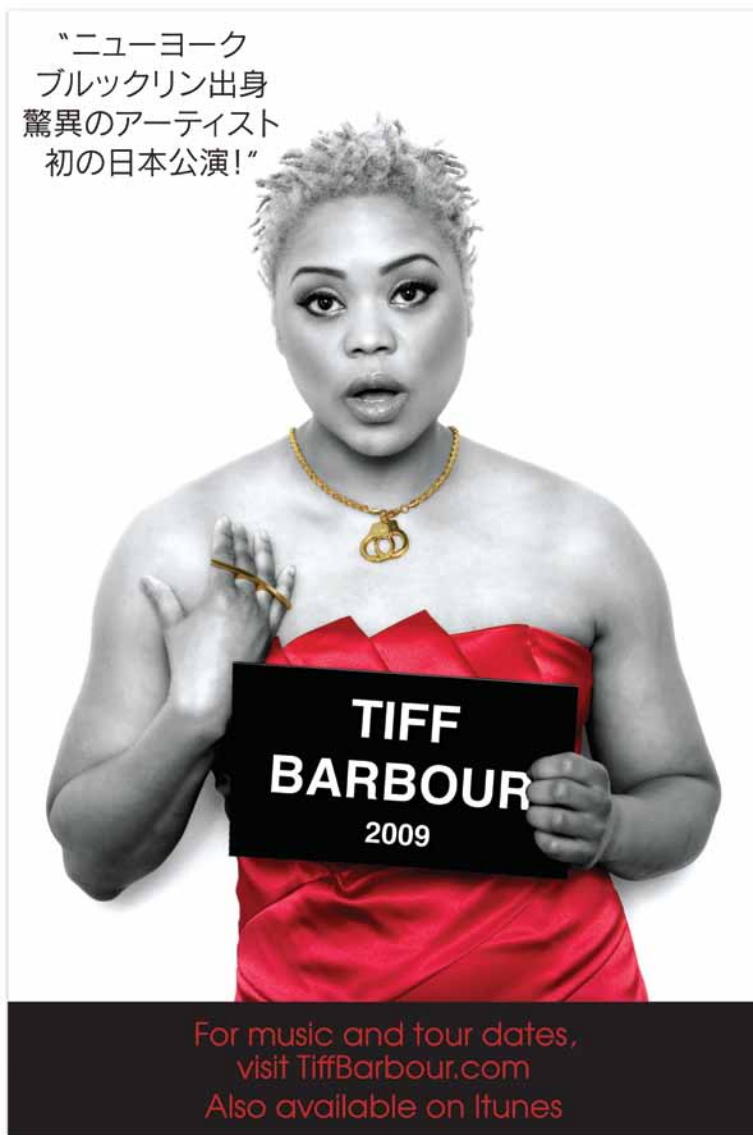
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## TIFF BARBOUR

Tiff Barbour is a singer whose sultry musical style is a blend of r&b, soul and electronic beats. She released her demo “Tiff’s Record” and launched a Japan tour.

OBJECTIVE: To provide 1) marketing materials for self-promotion, 2) packaging design for Tiff’s demo album and 3) promotional pieces for Tiff’s Japan performance dates.

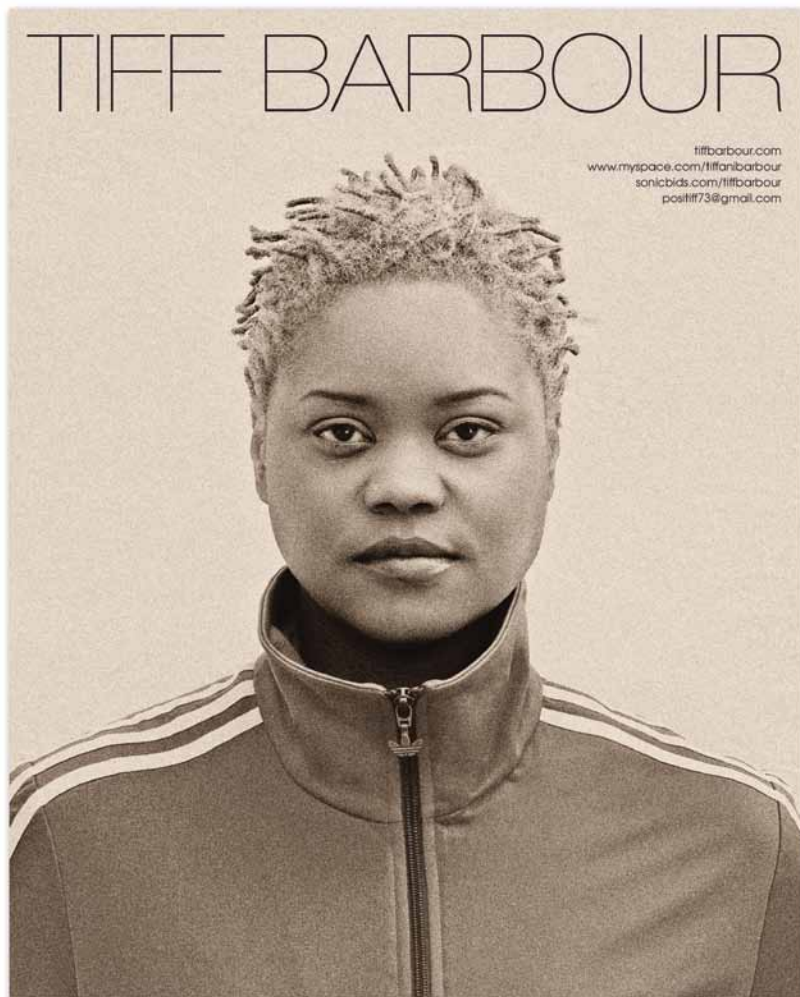
RESULTS: A polished, yet dynamic overall package that successfully conveys Tiff’s fun personality. We worked with amazing fashion photographer Nute Nicholson and played off the concept “Tiff’s Record” to create beautiful, yet quirky images. Tiff’s tour went very well; her posters were plastered throughout Tokyo, she made new industry contacts and gained a Japanese fan base.



## TIFF'S RECORD | MARKETING CAMPAIGN

Japan Tour poster + flyer + cd; art direction + styling + design

photographer: Nute Nicholson



## TIFF BARBOUR | PRESS PHOTO + BUSINESS CARD

art direction + styling + design

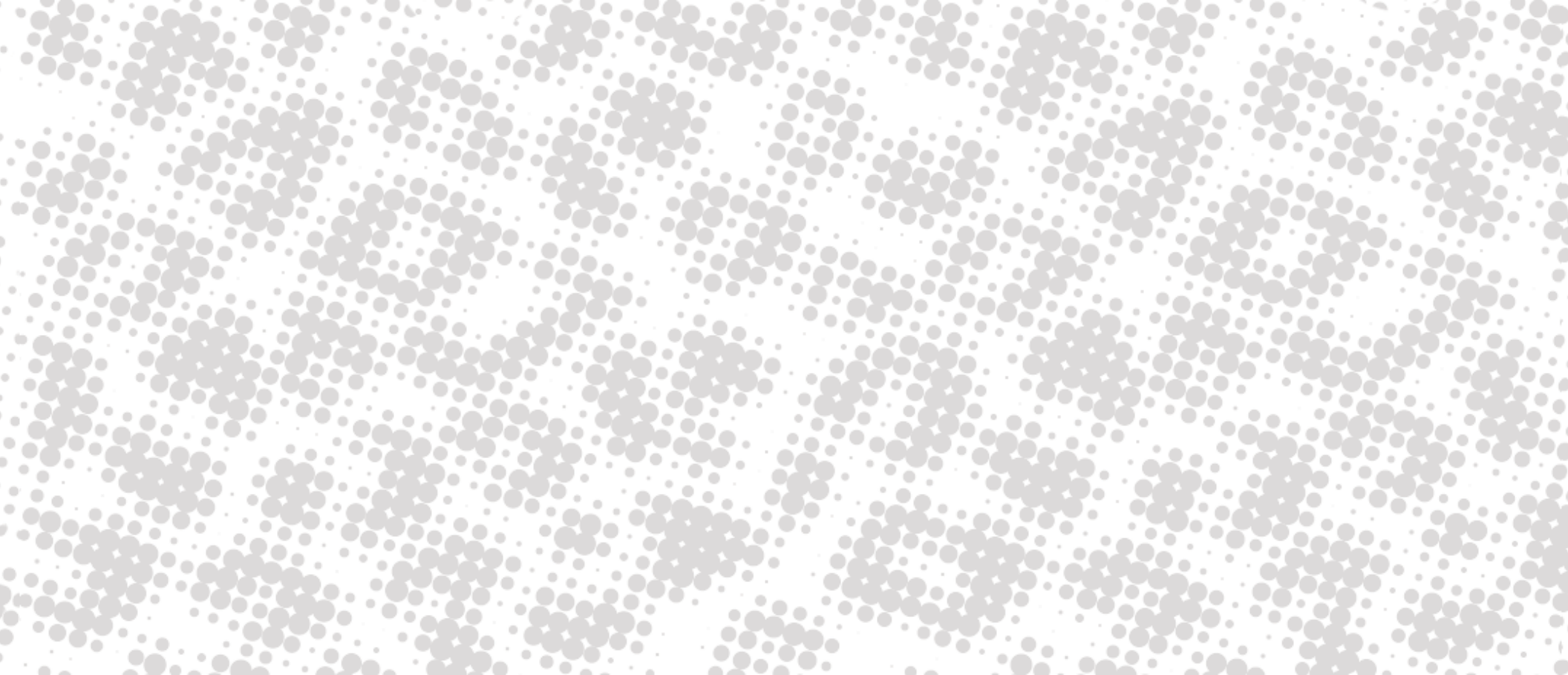
photographer: Nute Nicholson



TIFF BARBOUR | [tiffbarbour.com](http://tiffbarbour.com)

web design





Thank *you*.

